REP: TEL# 703-516-9399

CAECIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS REPORT FROM REP

CHANGES *** WFLA-TV ***

CON CM	ਲ ਰ ਹ :	CITY T	FLIGHT	PRDCT	ORDER			AGY # -	ADV #	
AMERICAN CROSSROADS	11/2 REV CANCELED LINE 45 (MONEY WILL BE MD'GD ON HL #6394592) REV TTL \$255,850 @110X FLEASE CONFIRM THANKS! KIM FOR MEGHAN	TAX STATE TAX CO-OP BILLING NEEDED	DATES CCT24/12 OCT30/12 WK-1	AMERICAN CROSSROADS EST#1287 COMMENTS: (LINE, ORDER, IN	# CONTRACT # 6387728	ALEXANDRIA, VA 22314	66 CANAL CENTER PLAZA, SUITE 555	AGY. NAME CROSSROADS MEDIA LLC	ADV. NAME INGLARBR. ORGSSROADS	
		DATE NOV2/12 12.40	Management of the second secon	NVOICE)	CLASS: NATL. LOCAL REGIONAL		SALES PRSN WA- MEGHAN MCGARR (H)	BUYER NAME MICHELLE SANTUOSO	REP.# OFF.# SALESMAN #	

OCT/12) ; ; ; ; ; ; ; ; ; ; ; ; ; ; ; ; ; ; ;
.2 164990.00 NOV/12 90860.00	PROGRAM : MEET PRESS-SUN	45 S 1000A-1100A 30	AGENCY ADVERTISER CODE = 11 AGENCY PRODUCT CODE = 27	:LINE#:REP :CD: TIME PERIOD : LGTH :
		\$6,500.00 10/2	AGENCY EST# = 1257	SEC : RATE :
CONTRACT TOTAL		28 10/28 0		START : END :SPTS: WEEK
TOTAL		SUN		WEEK : DAYS
255850.00 110		0	Total As a second secon	TOTL:

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KEP HEADLINE# C387728 TRF# E:063877 \$\$\$ NOU# O: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 CKEDLT ADVISORY: AGENORDER WORKSHEET

5-9399 FAX# 703-516-9680 AGENCY CREDIT RISK !!! HARRIS REPORT FROM REP

CHANGES NOV2/12 12.40 *** WFLA-TV ***

: LINE#: REF LINE#: *: CD: TIME PERIOD FGTH SEC. RATE DATE START END : /WK: NEEK .. DAYS :SPTS: :TOTL:

WETS 25% WYSP 25%

WELA 26%

TALM WTVT 248 WWSB 08

WTOG

00

WTTA 0%

WMOR 0%

SHARES ARE ACCURATE, EXCEPT WIVE WHICH IS ESTIMATED

MARKET TOTALS \$984,038

SVC- NSI DEMOS- RA35+*

P-CLASS, PLAN, SECT MOD CODE A-ADD B-BUY TYFE MOA CIVA-C G-CANCELLED アーワATE S-SPOJS FER WEEK DEFDELETE E-EFF DATES T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE E-LENGTH M-MAKEGOOD N-PROGRAM NAME

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1







WFLA-TV P.O. Box 1410 Tampa, FL 33601

Business Category: Transaction:			- 40	Associated Copies.
,			- 20	Accordate a Control No
Business Type	Political	Contract type:	06387728	Est./PO Number:
Order Ref:	N	Weeks:	10/22/12 to 11/04/12	Schedule Dates:
Sales Rep:	11 /27 /1257	Client/Product/Estimate:	3.	Buyer:
Campaign Ref	255850	Submission Cost:	American Crossroads/ Issue	Client:

Demographic:	Product:
(L) Household	American Crossroads
Order:	Booking Group: WFLA
Key Market:	
Tampa-St. Petersburg, FL	**************************************

			9		00		7		ග		ζη		4		ω		2		->	Ref
		The state of the s	M-F 2p Rachael Ray	: 1	M-F 12p Today Show III		M-F 11a Daytime	:	M-F 1135p ET / 1035p CT Tonight Show		M-Su 11p News	Τ.	M-F 1030a Extra	T.	Fri 10p ET / 9p CT Dateline NBC Friday	: Th	M-F 10a News		M-F 1p Days Of Our Lives	Sales Product Details
		Anne 2000	02		01		02		10		01		02		01		02		02	Rev Type
	Weekly				1		1				1		1						1	
Closed PR	Weekly Totals: Total Spots(Ord Spots)		450		400		225		1300		2500		250		10000		275		600	Rate
	(Ord Spots)	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme		Spot Type
***************************************		,	Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spats		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots	
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	41																			10/29
2	110		1		1		1				3								_	Total
			450		400		225		1300		2500		250		10000		275		600	Cost

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American Crossroads/ Issue Submission Number 822 Issue 1





WFLA-TV P.O. Box 1410 Tampa, FL 33601

,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,					
Client:	American Crossroads/ Issue	Submission Cost:	255850	Campaign Ref:	E:063877280
Buyer:	:	Client/Product/Estimate:	11 /27 /1257	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06387728
Est./PO Number:	06387728	Contract type:	Political	Business Type:	POLITICAL
Associated Copies: No	No			Business Category: Transactions	r: Transactional
	***************************************			***************************************	***************************************
		_			

			12		20		19		18		17		ió		15	************	14		13		12		1		10	Ref
		M	M-F 10a News	M	M-F 1p Days Of Our Lives		M-F 9a Today Show II	-	M-F 7a Today Show	: TI	M-F 7p News		M-F 6a News		M-F 6p News	F.	M-F 530p News	:11:	M-F 530a News	Tì	M-F 5p News		M-F 4p Dr Oz	Ti	M-F 3p Doctors	Sales Product Details
			02		02		9		01		01		01		01		01		01		01		01		02	Rev Type
	Weekly	- AMERICAN -																								
Closed PR	Weekly Totals: Total Spots(Ord Spots)	***************************************	275		600		1050		2000		2200		1500		2600		1700		550		1700		1130		750	Rate
	Ord Spots)	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Spot Type
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American Crossroads/ Issue Submission Number 822 Issue 1





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ansactional	Business Category: Transactions		WHITE A THE TAXABLE PROPERTY OF TAXABLE PROPER	No	Associated Copies: No
POLITICAL	Business Type: PC	Political	Contract type:	06387728	Est/PO Number: 06387728
06387728	Order Ref: 06	N	Weeks:	10/22/12 to 11/04/12	Schedule Dates:
HRP Washington, DC	Sales Rep:	11 /27 /1257	Client/Product/Estimate:	3	Виуег:
E:063877280	Campaign Ref: E:	255850	Submission Cost:	American Crossroads/ Issue	Client:

	2					Closed PR			
	110	41	69		(Ord Spots)	Weekly Totals: Total Spots(Ord Spots)			
2600		-1		Nbr of Spots	30	2600	01	M-F 6p News	33
					Comme			M	
1700	1	-1		Nbr of Spots	30	1700	01	M-F 530p News	32
					Comme			M	
550	1			Nbr of Spots	30	550	01	M-F 530a News	31
					Comme			M	
1130	1			Nbr of Spots	30	1130	01	M-F 4p Dr Oz	30
					Comme			M	
750	1	.		Nbr of Spots	30	750	02	M-F 3p Doctors	29
					Comme			M	
450	1	1		Nbr of Spots	ઝ	450	02	M-F 2p Rachael Ray	28
					Comme			M	
400	_	→		Nbr of Spots	30	400	01	M-F 12p Today Show III	27
					Comme			M	
225	1	s,		Nbr of Spots	30	225	0.2	M-F 11a Daytime	26
					Comme			3	
1300	1	1		Nbr of Spots	30	1300	01	M-F 1135p ET / 1035p CT Tonight Show	25
					Comme			M	
2500		→		Nbr of Spots	30	2500	01	M-Su 11p News	24
					Comme			M	
250	٦			Nbr of Spots	30	250	02	M-F 1030a Extra	23
					Comme			M	
7500	1	1		Nbr of Spots	30	7500	01	Mon 10p ET / 9p CT Revolution	22
Cost	Total	10/29	10/22		Spot Type	Rate	Rev Type	Sales Product Details	Ref
	1						The state of the s	White the same of	

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American Crossroads/ Issue Submission Number 822 Issue 1







WFLA-TV P.O. Box 1410 Tampa, FL 33601

35 M-F 6		34		Ref	Client: Buyer: Schedule Dates: Est./PO Number: Associated Copic
M-F 630p ET / 530p CT NBC Nightly	M	M-F 6a News	M	Sales Product Details	Client: American Crossroads/ Issue Buyer: Schedule Dates: 10/22/12 to 11/04/12 Est./PO Number: 06387728 Associated Copies: No
01		01		Rev Type	7.000.00
					Submission Cost: Client/Product/Est Weeks: Contract type:
				***************************************	Submission Cost: Client/Product/Estimate: Weeks: Contract type:
7000		1500		Rate	0
30	Comme	30	Comme	Spot Type	255850 11 /27 /1257 2 Political
Nbr of Spots		Nbr of Spots		And the second designation of the second sec	
				10/22	Campaign Ref: E:063877280 Sales Rep: HRP Washing Order Ref: 06387728 Business Type: POLITICAL Business Category: Transactional
>		1		10/29	: E:0638772 HRP Wash 06387728 :: POLITICAL gory: Transaction
		1		Total	E:063877280 HRP Washington, DC 06387728 POLITICAL Transactional
7000		1500		Cost	DC

10/22 10/29 Total		2	_	-			Closed PR			
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Sales Product Details Rev Type Rate Spot Type Comme Spot Type 10/22 Total M M Comme Comme M 10/22 Total M.F. 6a News 01 01 1500 30 Ner of Spots 1 1 1 M.F. 6a News 01 01 200 30 Ner of Spots 1 1 1 1 M.F. 6a News 01 01 200 30 Ner of Spots 0 1						Comme			S.	
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Sales Product Details Rev Type Rev Type Rate Spot Type Spot Type Port Type Port Type Total 10/22 <td></td> <td></td> <td></td> <td></td> <td></td> <td>Comme</td> <td></td> <td></td> <td>M</td> <td></td>						Comme			M	
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Sales Product Details Rev Type Rate Spot Type Total 10/22 10/29 Total M M Comme Comme Nbr of Spots 1<		-1	1		Nor of Spots	30	2200	01	M-F 7p News	36
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Sales Product Details Rev Type Rate Spot Type 10/22 10/29 Total M M Comme Comme Nbr of Spots 1		_			Nbr of Spots	30	7000	01	M-F 630p ET / 530p CT NBC Nightly News	35
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Sales Product Details Rev Type Rate Spot Type 10/22 10/29 Total M Comme Com	-	1	1		Nor of Spots	30	1500	01	M-F 6a News	34
Sales Product Details Rev Type Rate Spot 10/22 10/29 Total						Comme	7.00 44.70		M	
		Total	10/29	10/22		Spot Type	Rate	Rev Type	Sales Product Details	Ref

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1





WFLA-TV P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

							,			
Client:	American Crossroads/ Issue		Submission Cost:		255850	Ç,	Campaign Ref:	E:063	E:063877280	***************************************
Buyer:	÷.		Client/Product/Estimate:		11 /27 /1257	S	iles Rep:	HRP V	Washington,	DC
Schedule Dates:			Weeks:		2	0	Order Ref:	06387	728	
Est./PO	Est./PO Number: 06387728		Contract type:		Political	В	Business Type:		POLITICAL	
Associa	Associated Copies: No	**************************************				Bı	Business Category: Transactional	g	actional	
Ref	Sales Product Details	Rev Type		Rate	Spot Type		10/22	10/29	Total	Cost
	Sat 7a Today Show	PANYA!								
	S.				Comme	A HONOLOGY CONTRACTOR OF THE C				
45	Sun 10a Meet The Press	01			30	Nbr of Spots				
	S				Comme	Closed PR	1		1	
46	Sun 6p News	01		1600	30	Nbr of Spots	1		1	1600
	S				Comme					
47	Sun 630p ET / 530p CT NBC Nightly News	01		8000	30	Nbr of Spots	ــــــــــــــــــــــــــــــــــــــ		<u> </u>	8000
	S				Comme					
48	Sun 8a Today Show	01	***************************************	1100	30	Nbr of Spots	1		1	1100
	S				Comme					
49	Sun 815p ET / 715p CT NBC Sunday Night Football	01		28000	30	Nbr of Spots	1		->	28000
-	7									the standard and a st

Weekly Totals: Total Spots(Ord Spots)
Closed PR

2500

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Nbr of Spots

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M-F 1030a Extra ...T... M-Su 11p News 53

Thu 10p ET / 9p CT Rock Center

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Comme

9

55

M-F 10a News

ŭ

M-F 1p Days Of Our Lives

Sun 9a News

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1





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The state of the s	
Contract type:	
Weeks:	
Client/Product/Estimate	
American Crossroads/ Issue Submission Cost:	

Rev Sales Product Details Rev Type Rev Type Comms Comm		ы	_				Closed PR				
Sales Product Details Rav Type Rav Type Apple Trong		110	41	69		Ord Spots)	y Totals: Total Spots(Weekl			
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Sales Product Details Rev Type Rate Spot Type Spot Type Spot Type Octation Spot Type<	1700	->			Nor of Spots	30	1700		01	M-F 530p News	
Sales Product Details Rev Type Rev Type Page Type Spot Type Spot Type Type Type Cost Cos						Comme				T	
Sales Product Details Rev Type Rev Type Post Spot Show Spot Show Show Comme Lost Opmme <	55(1	Nbr of Spots	30	550		01	M-F 530a News	
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Sales Product Details Rev Type Rate Spot Type Spot Type 10/22 10/29 Total Cost T <						Comme				T	
Sales Product Details Rev Type Rate Spot Type Total Cost T T T Comme T <	401			1	Nbr of Spots	30	400		01	M-F 12p Today Show III	
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Sales Product Details Rev Type Rate Spot Type Comme Comme	130				Nbr of Spots	30	1300		10	M-F 1135p ET / 1035p CT Tonight Show	
Sales Product Details Rev Type Rate Spot 10/22 10/29 Total						Comme					
	Cost	Total	10/29	10/22		Spot Type	Rate		Rev Type	Sales Product Details	

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1





WFLA-TV P.O. Box 1410 Tampa, FL 33601

	10.50	1000		Spot	Oats		Day Tuna	dist Dataile	Ref Sales Product Details
-	ransactional	Business Category: Transactional	Bus					: NO	Associated copies: No
	POLITICAL	Business Type: F	Bus	Political	t type:	Contract type:		06387728	Est./PO Number:
	06387728	Order Ref: (Ord	2		Weeks:		10/22/12 to 11/04/12	Schedule Dates:
	HRP Washington, DC	Sales Rep:	Sale	11 /27 /1257	Client/Product/Estimate:	Client/P			Buyer:
	E:063877280	Campaign Ref:	Can	255850	Submission Cost:	Submis	Ф	American Crossroads/ Issue	Client:

			77		76		75		74		73		72		71		70		69		68		67		Ref
			M-F 1135p ET / 1035p CT Tonight Show		M-Su 11p News		M-F 1030a Extra			· T	M-F 10a News		M-F 1p Days Of Our Lives			T	Thu 8-9p ET / 7-8p CT 30 Rock / Up All Night	T	M-F 730p Entertainment Tonight	T	M-F 7a Today Show	;	M-F 7p News	T	f Sales Product Details
		***************************************	01		01		02		01		02		02		01		03		01		01		01		Rev Type
	Weekly Tot		MARKET																						
Closed PR	Weekly Totals: Total Spots(Ord Spots)		1300		2500		250				275		600		1050		3500		2200		2000		2200		Rate
	Ord Spots)	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	Spot Type
			Nbr of Spots		Nbr of Spots		Nor of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spets		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots	, , , , , , , , , , , , , , , , , , ,	
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-1	41		1				-1				1		1												10/29
2	110		-1		-1						1		-1		1				-1		†		1		Total
			1300		2500		250				275		600		1050		3500		2200		2000		2200		Cost

Alexandria VA 22314 Suite 555 66 Canal Center Plaza

American Crossroads/ Issue Submission Number 822 Issue 1





P.O. Box 1410 Tampa, FL 33601 WELA-TV

PHONE (813) 228-8888

			89		88		87		86		85		84		83		82		81		80		79		78	Ref	Associ	Est./P(Sched	Client: Buyer:
			M-F 7a Today Show		M-F 7p News		M-F 6a News		M-F 6p News	.T	M-F 530p News	.T	M-F 530a News	Т	M-F 5p News	- 1	M-F 4p Dr Oz	.T	M-F 3p Doctors	.T	M-F 2p Rachael Ray	Т	M-F 12p Today Show III	-T	M-F 11a Daytime	Sales Product Details	Associated Copies: No			
			01		01		01		10		01		01		01		01		02		02		01		02	Rev Type				
																										The state of the s	***************************************	Contract type:	Weeks:	Submission Cost Client/Product/Es
	Weekly T																											/pe:		Submission Cost: Client/Product/Estimate:
Closed PR	Weekly Totals: Total Spots(Ord Spots)		2000		2200		1500		2600		1700		550		1700		1130		750		450		400		225	Rate				
***************************************	(Ord Spots)	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Spot Type		Political	2	255850 11 /27 /1257
			Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		***************************************			
	69															***************************************										10/22	Business Category: Transactional	Business Type:	Order Ref:	Campaign Ref: Sales Rep:
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2	110		3		1		1		-1		-1		1		1		->		1		man and an arrangement with the second		1		→	Total	actional	TICAL	7728	E:063877280 HRP Washington, DC
		VIIII	2000		2200		1500		2600		1700		550		1700		1130		750		450		400		225	Cost				ਨ

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1





WFLA-TV P.O. Box 1410 Tampa. FL 33601

	Total Cold	4000	1000	***************************************	Spot	Data	Ray Type	rduct Details	Ref Sales Product Details
	ictional	ory: Transa	Business Category: Transactiona	Bu		Total Control of the	AND THE PERSON NAMED IN COLUMN TO TH	: No	Associated Copies: No
	TCAL.	POLITICAL	Business Type:	Bu	Political	Contract type:		06387728	Est/PO Number:
	728	06387728	Order Ref:	Or	2	Weeks:		10/22/12 to 11/04/12	Schedule Dates:
<u></u>	HRP Washington, DC	HRP V	Sales Rep:		11 /27 /1257	Client/Product/Estimate:	_		Buyer:
	E:063877280	E:0638	Campaign Ref:	Ca	255850	Submission Cost:		American Crossroads/ Issue	Client:
			2	**************************************	***************************************	T. T		THE PROPERTY OF THE PROPERTY O	T-T-T-T-T-T-T-T-T-T-T-T-T-T-T-T-T-T-T-

	2			***************************************		Closed PR				
7	110	41	69		Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Wei			
750				Nbr of Spots	30	750		02	M-F 3p Doctors	101
					Comme				W	
450	٦		>	Nbr of Spots	30	450		02	M-F 2p Rachael Ray	100
					Comme				W	
400	>			Nbr of Spots	30	400		01	M-F 12p Today Show III	99
					Comme				W	
225				Nbr of Spots	30	225		02	M-F 11a Daytime	98
					Comme			:	W	
1300	1			Nbr of Spots	30	1300		01	M-F 1135p ET / 1035p CT Tonight Show	97
					Comme				.W	
2500				Nbr of Spots	30	2500		01	M-Su 11p News	96
					Comme				W	
250	1		-1	Nbr of Spots	30	250		02	M-F 1030a Extra	95
					Comme				W	
10000	1		1	Nbr of Spots	30	10000		01	Wed 10p ET / 9p CT Chicago Fire	94
					Comme				W	,
275	1		1	Nbr of Spats	30	275		02	M-F 10a News	93
					Comme				W	
600	-1		1	Nbr of Spots	30	600		02	M-F 1p Days Of Our Lives	92
					Comme				.Т	
1050		7.7		Nbr of Spots	30	1050		01	M-F 9a Today Show II	91
					Comme				T	
11000	1	٠.		Nbr of Spots	30	11000		03	Tue 8-10p ET / 7-9p CT Voice	90
				***************************************	Type		***************************************			
Cost	Total	10/29	10/22		Spot	Rate		Rev Type	Sales Product Details	Ref
	actional	Jory. Hallo	business caregory. Harisactional	5			- AMARIAN - AMAR			

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 1







WFLA-TV P.O. Box 1410 Tampa, FL 33601

		-			- Constitution of the Cons					
	2	۵.	-1			Closed PR				
	110	41	69		(Ord Spots)	Weekly Totals: Total Spots(Ord Spots)				
					Comme			History and the second		Mkgd
7500	1	1		Nbr of Spots	30	7500		01	NBC News Special	
					Comme				W	
10000	1		1	Nbr of Spots	30	10000		01	Wed 9p ET / 8p CT Law & Order SVU	111
					Comme					
1050	1			Nbr of Spots	30	1050		97	M-F 9a Today Show II	110
					Comme			1,000,000,000,000,000,000,000,000,000,0	.W	
2000	1		1	Nbr of Spots	30	2000		01	M-F 7a Today Show	109
					Comme				W	
2200	3		-	Nbr of Spots	30	2200		91	M-F 7p News	108
					Comme				.W	
1500	_		1	Nbr of Spots	30	1500		01	M-F 6a News	107
					Comme				. V	
2600	-1		1	Nbr of Spots	30	2600		9	M-F 6p News	106
					Comme					
1700	1			Nbr of Spots	30	1700		01	M-F 530p News	105
					Comme				W	
550	1		1	Nbr of Spots	30	550		01	M-F 530a News	104
					Comme				.W	
1700	1		1	Nbr of Spots	30	1700		01	M-F 5p News	103
					Comme				W	
1130	1		1	Nbr of Spots	30	1130		01	M-F 4p Dr Oz	102
					Comme	AND			W	
Cost	Total	10/29	10/22		Spot Type	Rate		Rev Type	Sales Product Details	Ref
	Transactional	1 .	Business Category:	Bu					Associated Copies: No	Associate
	POLITICAL		Business Type:	Bu	Political	ype:	Contract type:			Est/PO Number:
	7728	06387728	Order Ref:	On	2		Weeks:			Schedule Dates:
, DC	HRP Washington, DC		Sales Rep:	Sa	11 /27 /1257	Client/Product/Estimate:	Client/Pro			Buyer:
	E-063877280		Campaign Ref:	Ca	255850	on Cost:	Submission Cost:	ō	American Crossroads/ Issue	Client:

		THE PROPERTY OF THE PROPERTY O	69			140	no.h	Spots	Τ
	1/29	10		10/22			Totals	•	-
	Month 11 Weeks: 4	Month 11		Month 10 Weeks: 4	Mont			,	
				Grand Totals		- Approximate Wil			
E:063877280		0.00 112 (10/30)	0.00	Closed Pre Emption	10/29/12	:30 Commercial		Tue 10p ET / 9p CT Go On	74
E:063877280	0000000000	No Makegood / Credit	6,500.00	Closed Pre Emption	10/22/12	:30 Commercial		í	45
Campaign Ref	Makegood Ref	Makegood Line(s) (Dates)	Pre-empt Value	Status	Pre-empt Date	Spot Type	Sales Product		Z.
			nary	Pre-emption Summary					7

	Grand Totals:		Cost 255850	Spots
	THE PROPERTY COLUMN COL		164890	6
7	Spots:		0	9
	110	The street of th	90860	41

		or and the statement of	
	Gross Total:	Spots:	
200	25	110	

Net Total:	Commission:	Oloss Total.
217,472.50	38,377.50	200,000.00

\$\$\$ UNNEEDOWED REV #1 \$\$\$

REF: TEL# 703-516-9399 CREDIT ADVISORY: AGENO ORDER WORKSHEET

AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP FAX# 703-516-9680

CHANGES

OCT22/12 21.37 *** WFLA-TV ***

CITY TAX FLIGHT DATES OCT24/12 PEDCI 0月10月天 AGY # AMERICAN SFORSROADS NEY. KUT. STATE TAX NAME CRUSSROADS NAME ISSEENER. CHOSSROADS OCT30/12 (L) ALEXAMURIA, EST#1257 CONTRACT CANAL CENTER PLAZA, $\mathbb{Z} \times \mathbb{Z} = \mathbb{Z}$ MEDIA COMMENTS: 1 6387728 VA 22314 CO-OF BILLING NEEDED LLC CHNE, SUITE ORDER, INVOICE) 555 CLASS: NATL. SALES PRSN WA-BUYER NAME REP.# MICHELLE 〇円円, # MEGHAN MCGARR LOCAL SANIOOSO DATE OCT22/12 REGIONAL SALESMAN (H) # 21.37

CON CM AMERICAN CROSSROADS

PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

TIL SAME

REVISION 10/22 PGM CHANGE

REP:

PROGRAM : DATTIME CON COM1: DATTIME	7 MZ ILUON-ICOON	CON COMI: MEMO	4 NZ 1030A-1100A	CON COMI: NEWS	2 NZ 1000A-1030A	AGENCY ADVERTISER CODE = 27	:LINE#:REP :CD: TIME PERIOD
	G G		80		30	DK = 11	, LGTH , S
	\$225.00		\$250.00		\$275.00	AGENCY EST#	SEC : RATE
	10/26		10/26		10/26	= 1257	START
	10/26		10/26		10/26		END
	3-2		 		H		SPTS:
	坪		FRI		F X		WEEK : DAYS
	⊢		j3		H		:TOTL:

: LINE#:REP :CD:	TIME PERIOD	: LGTH : SEC :	RATE	: START	: DATE	: SPTS: WEEK	: DAYS	STYS:
17 NE 37	70F-730F	30	\$2,200.00	10/26	10/26	1	FRI	
PROGRAM :	Z Z G							
21 NO LO	1000A-1030A	30	\$275.00	10/29	10/29	₩	MON	j and
PROGRAM : CON COM1:	NEWS							
23 NZ LC	030A-LICOA	ω 0	\$250.00	10/29	10/29	اسخ	MON	Н
PROGRAM :	EXTRA							
26 NZ LI	.00A-1200N	30	\$225.00	10/29	10/29	⊢ ⊷	NON	ļω
PROGRAM : CON COM1:	DAYTIME							
36 NZ /0	UOP-730P	30	\$2,200.00	10/29	10/29	7	NOM	₽
PROGRAM : CON COMI:	NEW W							
38 NZ 73	d008-d0	30	\$2,200.00	10/29	10/29	اسا	MON	ب
PROGRAM :	다 H							
52 NZ LO	000A-1030A	30	\$275.00	10/25	10/25	щ	THU	⊢
PROGRAM :	NEWS							
53 NZ 10	TOOME-TIOOF	30	\$8,000.00	10/25	10/25	1	THU	⊬
PROGRAM :	ROCKCENTER							
54 NZ LU	30A-1100A	30	\$250.00	10/25	10/25	1	THU	josk
PROGRAM :	NEMS							

:LINE#:REP :CO: TIME PERIOD : LINE#: :	: LGTH : SEC	RATE	: START	: END	:SPTS:	WEEK: DAYS	:TOTL:
57 NZ 1100A-1200N	30	\$225.00	10/25	10/25	, A.	THU	
PROGRAM : DAYTIME CON COM1: DAYTIME							
67 NZ 100P-730P	30	\$2,200.00	10/25	10/25	Н	THU	ļ
PROGRAM : NEWS							
69 NZ 730P-800P	ы О	\$2,800.00	10/25	10/25	jl	THU	ļu.)
PROGRAM : ET							
70 NZ 8008-900P	30	\$3,500.00	10/25	10/25	H	THU	P
PROGRAM : 30 ROCK/UP ALL	NIGHT						
73 NZ 1000A-1030A	G 0	\$275.00	10/30	10/30	H	TUE	; 1
PROGRAM : NEWS							
74 NZ 1000F-1100P	30	\$7,500.00	10/30	10/30	₩	TUE	j-d
PROGRAM : GO ON/NEW NORMAL	IAL IAL						
75 NZ 1030A-1100A	30	\$250.00	10/30	10/30	,	TUE	}—\
PROGRAM : EXTRA							
78 NZ 1100A-1200N	ш С	\$225.00 .00	10/30	10/30	₽	TUR	Ъ
PROGRAM : DAYTIME CON COMIT DAYTIME							
88 NE 700P-730P	3 0	\$2,200.00	10/30	10/30	₩	TUE	٣

PROGRAM : CON COMI:

SEAS

REF: TEL# 703-516-9399 CREDIT ADVISORY: AGENC CPOER WORKSHEET 6-9399 FAX# 703-516-9680
AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES *

OCT22/12 21.37
*** WFLA-TV ***

OCT/12											: LINEH: REP
171490.00 NOV/12	PROGRAM : NEWS	108 NZ /UOP-730P	PROGRAM : DAYTIME CON COM1: DAYTIME	98 NZ 1100A-1200N	PROGRAM : EXTRA	95 NZ 1030A-1100A	PROGRAM : NEWS	93 NZ 1000A-1030A	PROGRAM : THE VOICE RECON COM1: THE VOICE RE	SO T SOCE-LOVE	:DINE#: : TIME PERIOD
90860,00		30		30		30		ω Ο	RESULTS	30	: LGTH : SEC
		\$2,200.00		\$225,00		\$250,00		\$275,00		Liuuú, 00	EC : RATE
		10/24		10/24		10/24		10/24		10/30	: START
		10/24		10/24		10/24		10/24		10/30	END
CON		Η		ب		₽		₩		₩	SPTS:
CONTRACT TOTAL TOTAL SPOTS		W E D		WED		MED		WED		TUE	WEEK : D
262350.00 111		₽		 		1		⊢		Ţ	DAYS : TOTL

MARKET TOTALS \$1,008,765 WFLA 268 WETS 25% WISP 25% WIVI 248 WWSB 08 WIOG 0% WTTA 0% WMOR 0%

SHARES ARE ACCURATE, EXCEPT WIVE WHICH IS ESTIMATED

SVC- NSI DEMOS- RA35+*

P-CLASS, PLAN, SECT MOD CODE A-AUD Ada Angle Q-PAID FGM CHCANCELLED RIRATE S-SPOTS PER WEEK DE-DELETE E-EFF DATES HMITTHE L-LENGTH M-MAKEGOOD X-LATE Y-DAYS Z-COMMENTS N-PROGRAM NAME *-MULTIPLE

*** ORIGINAL REVES ***

REF: TEL# 703-516-9399 FAX# 703-516-9680
CPECIT ADVISORE: AGENCY CREDIT RISK !!!
URDER WORKSHEET HARRIS REPORT FROM REP

OCT19/12 19.03
*** WFLA-TV ***

0 %		Ош		O #1			: LINE#:	CON	*	자 기 기	CITY .	FLIGHT	PRUCT	SERORE			AGY #	ADV #
PPOGRAM :	(8	PROGRAM :	10	PROGRAM :	<u>janut</u>	AGENCY	REP : CU:	AMERICAN	THEASE THANKS		TAX	- Salvo	AMERICAN	#				
DATELNE	40011-4005	DAYTIME NAUS	1000A-1030A	DAYS-OUR	100P-200P	ADVERTIS PRODUCT	TIME PERIOD	AN CROSSROADS	THE \$262,350 @11X THE \$262,350 @11X FLEASE CONFIRM THANKS! KIM FOR MEC		STATE	OCT24/12	AN CROSSROADS				AGT. NAME	AUV. NAME
FR-NBC	30		30	LIVES	30	SER CODE = 11 CODE = 27	DD : LGTH		X MEGHAN		TAX	OCT30/12	S EST#1257	CONTRACT	ALEXANDRIA,	66 CANAL C	CROSSROADS	ISS/AMER.
	CO. DODOT		\$275.00		\$600.00	AGENCY EST	SEC : RATE				CO-OP BILLING	WK-1	COMMENTS: (LINE	# 4387728	1, VA 22314	ENTER PLAZA, SU	S MEDIA ILC	CROSSROADS
	10/26		10/26		10/26	r# = 1257	: START						, ORDER, INVOICE)			ITE 555		
	10/26		10/26		10/26		END DATE					Y At Assess	(CE)	CLASS: N		SALES PR	BUYER NA	REP.#
	L		⊣		سا		SPTS: WEEK: /WK: INVT				The state of the s			NATL. LO	T T T T T T T T T T T T T T T T T T T	PRSN WA- ME	NAME WICHELLE	OFE, #
	M M		FRI		E E		EK : DAYS	<i>y</i>)		DATE OCTI	- CAPACITA DA DA PARA DE CONTROLLADO.		LOCAL REGIONAL		MEGHAN MCGARR (E SANTUOSO	SALESMAN
	J		Н		<u>,</u> ⊢	The Profession of the Professi	:TOTL:			7001	9/12 19.03			NAL	77.2.2.2.2	(H)		SMAN #

REP: TEL# 703-516-9399 FAX# 703-516-9680 CRESIF ADVISORY: AGENCY CREDIT RISK !!!
URDER WORKSHEET HARRIS REPORT FROM REP

PROGRAM :	SWANTANE	30	\$250.00	10/26	10/26	1	₩ NI	لسؤ
PROGRAM :								
(л	11008-11358	30	\$2,500.00	10/26	10/26	H	FRI	نب
PROGRAM :	NEWS CHANNEL	MATTO 8 T MATTO 8 T						
Ø.	l135P-1237A	30	\$1,300.00	10/26	10/26	↦	FRI	₽
PROGRAM :	TONITE SHW-NBC<	NBC<						
J.	1100A-1200N	30	\$225.00	10/26	10/26	H		} 1
EROGRAM :	11AM PAID	PROG/1130AM PAID PROG/1130AM PAID	PR JANGE					
œ	1200N-100P	30	\$400.00	10/26	10/26	ب	FRI	لم
PROGRAM :	TODAY SHW3-NBC	08V						
Ø	200P-300P	30	\$450.00	10/26	10/26	jt	サスエ	1
PROGRAM :	RACHAEL RAY				,			
10	300P-400P	30	\$750.00	10/26	10/26	₽	FRI	
PROGRAM :	DOCTORS<							
닉	400P-500F	30	\$1,130.00	10/26	10/26	T	FRI	ب ر
PROGRAM :	DR. 02<							
μ' 2	5002-5302	30	\$1,700.00	10/26	10/26	₽	FRI	hond
CON COMI:	NWSCH8 AT SP<	ŇŇ						

CHUMEN WORKSHEET	CREDIT ADVISORY:	現所で: TEL# 70:
H	DRY:	3-516
	AGENCY	703-516-9399
HARRIS	CREDIT	
REPORT FROM REP	RISK !!!	
REP		703-516-968

0.89 OCT19/12 19.03
*** WFLA-TV ***

: LIME#: REP	PART COD:	TIME PERIOD : I	LGTH : SEC :	RATE	: START	: END : DATE	:SPTS: WEEK	EK : DAYS	:TOTL:
	<u></u>	530A-600A	30	\$550.00	10/26	10/26	نسة	用PI	יי
ت ت ت	PROGRAM : CON COM1:	NC8 TODAY05:30<							
	14	530 <i>2</i> - 6602	30	\$1,700.00	10/26	10/26	ښــ	FRI	Н
(') ២	PROGRAM :	NWSCH8 @5:30P<							
	r;	4089-4009	30	\$2,600.00	10/26	10/26	⊢	FRI	
טי י	CON COMI:	NWSCH8 AT SIX<							
	16	600A-700A	30	\$1,500.00	10/26	10/26	بن	FRI	بر
ďβ	PROGRAM :	NC8 TODAY@6AM<							
	17 7	7008-730P	30	\$2,200.00	10/26	10/26	⊢ i	FRI	Н
Ú. P	PROGRAM :	ENT TONIGHT 30<							
	7. 81	700A-900A	ω Ο	\$2,000.00	10/26	10/26	₽	FRI	1 1
). (d	PROGRAM : CON COM1:	TODAY SHW							
	9	900A-1000A	30	\$1,050.00	10/26	10/26	├ ~-ì	FR1	Ъ
رن اط	PROGRAM :	TODAY SHW2-NBC							
6.)	20 1	100P-200F	3 0	\$600.00	10/29	10/29	ш	NON	ħ
). 1.3	DECCENT:	DAYS-OUR LIVES DAYS-OUR LIVES							
5.1	21	000A-1030A	30	\$275.00	10/29	10/29	۳	MON	₽
д О П	CON COME:	DAYTIME SALTYAG	Ů.						
		,							

PROGRAM	(id C	EXOGRAM :	N 9	PROGRAM CON COM		PROGRAM	27	PROGRAM CON COM	N M	EROCKAM CON COM	61 20	PROCRAM CON COM	2	PROGRAM CON COM	(1 (J)	PROGRAM	63	- C725# - C725# - C
TRAM : DR. 02<	400P-500P	M : DOCTORS<	300P-400P	GRAM : RACHAEL	2008-3008	: TODAY	1200N-100	: 11AM 1: 11AM	1100A-120	1: TONITE	11358-123	L: NEWS	11008-1135	COMI: DAYTIME EX	IO30A-LLOGA	COM1: REVOLUTION	10006-1100	, TEME
		Λ Λ		RAY		SHW3-NBC SHW3-NBC	שי	PAID PROG/11 PAID PROG/11	OON	SHW-NBC<	37A	CHANNEL 8 @1	a 6,0			TION	d 0.	F7.87.00 : EG
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	\$1,130.00		\$/50.00		\$450.00		\$400.00	PR) WHILL	\$225,00		\$1,300.00		\$2,500.00		\$250.00		\$7,500.00	RATE PER PER PER PER PER PER PER PER PER PE
	10/29		10/29		10/29		10/29		10/29		10/29		10/29		10/29		10/29	: START
	10/29		10/29		10/29		10/29		10/29		10/29		10/29		10/29		10/29	: END : DATE
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	MON		MON		MON		MOM		NOM		NON		MON		MON		MON	EK : DAYS
	₽		فسؤ		₩		فسؤ		⊬		낟		1 - 1		ئدةٍ			:TOTL:

			DATE	: DATE	: /WK: 1	INVI :	:SPTS:
31 530A-600A	30	\$550.00	10/29	10/29		MOM	
FROCKAM: NC8 TODAY05:	35:30 <						
32 530P-600P	& C	\$1,700.00	10/29	10/29	H	MOZ	السز
PROGRAM : NWSCH8 @5:30P<	\ \						
4009-4009	30	\$2,600.00	10/29	10/29	L. i	MON	ب
PROGRAM: NWSCH8 AT SIX<	× × /						
34 600A-700A	30	\$1,500.00	10/29	10/29	اسا	MON	ᆣ
PROGRAM : NC8 TODAY@6AM<	V. V						
35 630₽-700₽	30	\$7,000.00	10/29	10/29	 	MON	funk
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36 700P-730P	30	\$2,200.00	10/29	10/29	سر	MON	1
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PROGRAM : TODAY SHW							
38 7300-8000	ω 0	55,000.00	10/29	10/29	٢٠	MON	1
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REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISOR: AGENCY CREDIT RISK [!]
OFDER WORKSHEET HARRIS REPORT FROM REP

RIS REPORT FROM REP OCT19/12 19.03

: LINE #: RAP : CU:	TIME PERIOD :	LGTH : SEC :	RATE	: START : DATE	: END	:SPTS: WEEK	DAYS	:TOTL:
42 ()	SOOA~ LOOUA	30	\$1,050.00	10/29	10/29	1.	MON	
PROCPAM :	TODAY SHW2-NBC							
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44 W	630P-700P	30	\$7,660.60	10/27	10/27	ţ	SAT	نىخ
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44	700A-900A	3 0	\$1,000.00	10/27	10/27	1	SAT	} —\
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40	600P-630P	30	\$1,600.00	10/28	10/28	₽	SUN	ا
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47	430P-700P	30	\$8,000.00	10/28	10/28	jumi .	SUN	1
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*** WFLA-TV ***

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REP: TEL# 703-516-9399

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORUBA WORKSHEET

HARRIS REPORT FROM REP

* OFFICINAL REV#C **	70 円 (20 (20 (30) (40) (40) (40) (40) (40) (40) (40) (4		ORUER WORKSHEET	H	HARRIS RE	REPORT FROM	X E v	OCT19/12 *** WFLA-	19/12 19.03 WELA-TV ***
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<u>რ</u> ე	7308-4005	30	\$2,200.00	10/25	10/25	H	DHL		j. u
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REP: TEL# T03~516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
OKDER WORKSHEET HARRIS REPORT FROM REP *:

OM REP OCT19/12 19.03
*** WFLA-TV ***

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NET: TAL# 703-516-9399 FAX# 703-516-9680 OREDIT ADVISORE: AGENCY CREDIT RISK !!!
CEDEK WORKSHEET HARRIS REPORT FROM REP

OCT19/12 19.03
*** WFLA-TV ***

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*** WFLA-TV ***	REPURT FROM REP OCT19/12 19.03	RISK !!!	正式外帯 / この上の上の一からなり

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REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENO ORDER WORKSHEET

5-9399 FAX# 703-516-9680 AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP OCT19/12 19.03
*** WFLA-TV ***

OCT/12 : LINK#:REP :0 171496,00 ... G HME NOV/12 PERIOD 90860.00 LGTH SEC RATE START DATE END : /WK: CONTRACT TOTAL TOTAL SPOTS NEEK DAYS 262350.00 :TOTL:

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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

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Client: Buyer: Est./PO Number: Schedule Dates: Associated Copies: No 06387728 10/22/12 to 11/04/12 American Crossroads/ Issue Submission Cost: Client/Product/Estimate: Contract type: Weeks: 11 /27 /1257 Political 262350 Sales Rep: HRP Washingto
Order Ref: 06387728
Business Type: POLITICAL
Business Category: Transactional Campaign Ref: HRP Washington, DC E:063877280 Original

Demographic: Product: (L) Household American Crossroads Booking Group: Order: WFLA Key Market: Tampa-St. Petersburg, FL

	9		8		7		ø		QI				ω		22			Ref
	M-F 2p Rachael Ray		M-F 12p Today Show III		M-F 11a Daytime		M-F 1135p ET / 1035p CT Tonight Show	T.	M-Su 11p News	****	M-F 1030a Extra		Fri 10p ET / 9p CT Dateline NBC Friday		M-F 10a News	, , , , , , , , , , , , , , , , , , ,	M-F 1p Days Of Our Lives	Sales Product Details
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Weekly Totals: Total Spots(Ord Spots)			W.															7
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(Ord Spots)	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Spot Type
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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







P.O. Box 1410 Tampa, FL 33601

	20 M-F	П	19 M-F	T	18 M-F	ī	17 M-F	; ; :	16 M-F		15 M-F	; ;	14 M-F	F.	13 M-F	F	12 M-F	F.	1-M 1-F	'n	10 M -F		Ref Sal	Associated Copies:	Schedule Dates:	Buyer:	Client:
	M-F 1p Days Of Our Lives		M-F 9a Today Show II		M-F 7a Today Show		M-F 7p News		M-F 6a News	:'	M-F 6p News	:	M-F 530p News		M-F 530a News		M-F 5p News	:	M-F 4p Dr Oz		M-F 3p Doctors	:''	Sales Product Details	Copies: No			American Crossroads/ Issue
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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







P.O. Box 1410 Tampa, FL 33601

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Original

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450	4	7		Nbr of Spots	30	450		02	hael Ray	M-F 2p Rachael Ray	28
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1300	-1			Nbr of Spots	30	1300		01	M-F 1135p ET / 1035p CT Tonight Show	M-F 1135p E Show	25
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2500		1		Nbr of Spots	30	2500	***************************************	01	ews	M-Su 11p News	24
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275	1	1		Nbr of Spots	30	275		02	WS	M-F 10a News	21
					Comme					М	
Cost	Total	10/29	10/22	The state of the s	Spot Type	Rate		Rev Type	uct Details	Sales Product Details	Ref
	Transactional	yory: Trans.	Business Category:				***************************************		No	Associated Copies:	ASSOCI
	TICAL	: POLITICAL	Business Type:		Political		Contract type:			Est./PO Number:	Est/PC
	728	06387	Order Ref:		2		Weeks:		10/22/12 to 11/04/12	Schedule Dates:	Schedi
DC	HRP Washington, DC		Sales Rep:		11 /27 /1257	imate:	Client/Product/Estimate:	,	4		Buyer:
	E-083877280		Campaion Ref	***************************************	262350		Submission Cost:		American Crossroads/ Issue		Client:

Suite 555 66 Canal Center Plaza Alexandria VA 22314

Client:

American Crossroads/ Issue

Submission Cost: Client/Product/Estimate:

262350 11 /27 /1257

Campaign Ref: Sales Rep:

HRP Washington, DC E:063877280

Original

American Crossroads/ Issue Submission Number 813 Issue 1







WELA-TV P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

_					4:1		10000		Cutabulga ster.	E.000	E.00007 K00	
Buyer:	4			Client/Pro	Client/Product/Estimate:	nate:	11 /27 /1257		Sales Rep:	TRP.	HRP Washington, DC	ე —
Sched	le Dates:	10/22/12 to 11/04/12		Weeks:			2		Order Ref:	06387728	7728	
Est/Po	Est./PO Number: 06387728	7728		Contract type:	type:		Political		Business Type:	P0LI:	POLITICAL	
Assoc	Associated Copies: No								Business Category: Transactional	ory: Trans	actional	
			-	-	-							
Ref	Sales Product Details	ails	Rev Type			Rate	Spot Type		10/22	10/29	Total	Cost
***************************************	M				-		Comme					and the second
32	M-F 530p News		01			1700	30	Nbr of Spots			1	1700
	М						Comme					
33	M-F 6p News		01		Y	2600	30	Nbr of Spots				2600
***************************************	M						Comme					
34	M-F 6a News		01		1	1500	30	Nbr of Spots			1	1500
	M						Comme					
35	M-F 630p ET / 530p CT NBC Nightly News	CT NBC Nightly	01		•	7000	30	Nbr of Spots		3	-1	7000
	M						Comme					
36	M-F 7p News		01		1	2200	30	Nbr of Spots		٦	-1	2200
	M						Comme					
37	M-F 7a Today Show	٧	01		I	2000	30	Nbr of Spots				2000
	M						Comme					
38	M-F 730p Entertainment Tonight	ment Tonight	01		I	2200	30	Nbr of Spots		→		2200
	M						Comme					

8

M-F 9a Today Show II

M-Su 11p News

2

2

8

15000

30

Nbr of Spots

Comme

1050

30

Nbr of Spots

Comme

39

Mon 8-10p ET / 7-9p CT Voice

Weekly Totals: Total Spots(Ord Spots)

70

2500

30

Nbr of Spots

Comme

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







PHONE (813) 228-8888 P.O. Box 1410
Tampa, FL 33601

Cost	Total	10/29	10/22	Spot	Rate	Rev Type	rct Details	Ref Sales Product Detail
	\sactional	gory: Tran	Business Category: Transaction:		The state of the s	***************************************	No	Associated Copies: No
	POLITICAL		Business Type:	Political	Contract type:		06387728	Est/PO Number:
	06387728	0638	Order Ref:	2	Weeks:		10/22/12 to 11/04/12	Schedule Dates:
ö	HRP Washington, DC	HRP.	Sales Rep:	11 /27 /1257	Client/Product/Estimate:		÷ .	Buyer:
	E:063877280	E:06	Campaign Ref:	262350	Submission Cost:	(5)	American Crossroads/ Issue	Client:
Original		Herder bennemen under West von seine Berger	This desirement	A STATE OF THE STA	minor of the contract of the c		- Aller American	

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1





WFLA-TV P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

Client:	American Crossroads/ Issue	Submission Cost:	262350	Campaign Ref:	E.063877280
Buyer:	3	Client/Product/Estimate:	11 /27 /1257	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06387728
Est./PO Number:	06387728	Contract type:	Political	Business Type:	POLITICAL
Associated Copies: No	No			Business Category: Transactions	Transactional
		The state of the s		***************************************	

Mooder	Associated colores. IVO					Bu	siness Cate	Business Category: Iransactional	actional	
Ref	Sales Product Details	Rev Type	Rate	0	Spot Type		10/22	10/29	Total	Cost
	,, 		11000000		Comme	1000000			-	***************************************
52	M-F 10a News	02	0.1111111111111111111111111111111111111	275	30	Nbr of Spots	1		1	275
	: <u> </u>				Camme					
53	Thu 10p ET / 9p CT Rock Center	01	7.41.41.41.41.41.41.41.41.41.41.41.41.41.	8000	30	Nbr of Spots	1		1	8000
	T				Comme					
54	M-F 1030a Extra	02		250	30	Nbr of Spots			_1	250
					Comme					
55	M-Su 11p News	01		2500	30	Nbr of Spots	1		1	2500
					Comme					
56	M-F 1135p ET / 1035p CT Tonight Show	10		1300	30	Nbr of Spots			ے	1300
	T				Comme					
57	M-F 11a Daytime	02	***************************************	225	30	Nbr of Spots	-		1	225
			- Constitution		Comme					
58	M-F 12p Today Show III	01		400	30	Nbr of Spots	-1			400
				:	Comme					
59	M-F 2p Rachael Ray	02		450	30	Nbr of Spots	1		-	450
			***************************************	*********	Comme					
60	M-F 3p Doctors	02		750	30	Nbr of Spots	111			750
					Comme					
9	M-F 4p Dr Oz	01		1130	30	Nbr of Spots	1		1	1130
					Comme					
62	M-F 530a News	01		550	30	Nbr of Spots	1		1	550
			Weekly Totals: Total Spots(Ord Spots)	tal Spots(C	ord Spots)		70	41	111	

Alexandria VA 22314 Suite 555 66 Canal Center Plaza

American Crossroads/ Issue

Submission Number 813 Issue 1





P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

Original

	111	41	70		Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Weekly				
					Comme		The state of the s				
600	1	1		Nbr of Spots	30	600		02	M-F 1p Days Of Our Lives	M-F 1p D	.72
					Comme					T	
1050	1			Nbr of Spots	30	1050		01	M-F 9a Today Show II	M-F 9a Tu	71
					Comme						
3500				Nbr of Spats	30	3500		03	Thu 8-9p ET / 7-8p CT 30 Rock / Up All Night	Thu 8-9p Night	70
					Comme					T	
2200	-1		1	Nbr of Spots	30	2200		07	M-F 730p Entertainment Tonight	M-F 730p	69
					Comme						
2000	-		1	Nbr of Spots	30	2000		01	M-F 7a Today Show	M-F 7a To	68
					Comme					-	
2200			-1	Nbr of Spots	30	2200		01	Vews	M-F 7p News	67
					Comme					T	
7000			~ .	Nbr of Spots	30	7000		01	M-F 630p ET / 530p CT NBC Nightly News	M-F 630p News	66
					Comme					1	
1500	1		-1	Nbr of Spots	30	1500		01	Vews	M-F 6a News	65
					Comme		,			T	
2600	-		1	Nbr of Spots	30	2600		01	Vews	M-F 6p News	64
					Comme					T	
1700				Nbr of Spots	30	1700		01	p News	M-F 530p News	63
					Comme					-	
Cost	Total	10/29	10/22		Spot Type	Rate		Rev Type	Sales Product Details		Ref
	actional	ory: Trans	Business Category: Transactional	Bı					ies: No	Associated Copies:	Assoc
	TICAL	POLITICAL	Business Type:	В	Political		Contract type:		: 06387728	Est/PO Number:	Est/P
	728	06387728	Order Ref:	0	2		Weeks:		: 10/22/12 to 11/04/12	Schedule Dates:	Sched
D C	HRP Washington, DC	HRP 1	Sales Rep:	S	11 /27 /1257		Client/Product/Estimate:	č	s) .		Buyer:
	E-062877290	E-082	amnainn Onfi	2	262250		Submission Cost:	D	American Crossmads/ Issue	+	Client:

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8886

Original

		7		**************************************	
y: Transactional	Business Category: Transactiona		THE STATE OF THE S	NO TOTAL PROPERTY OF THE PROPE	Associated Copies: No
POLITICAL	Business Type:	Political	Contract type:	06387728	Est./PO Number:
06387728	Order Ref:	2	Weeks:	10/22/12 to 11/04/12	Schedule Dates:
HRP Washington, DC	Sales Rep:	11 /27 /1257	Client/Product/Estimate:	3.	Buyer:
E:063877280	Campaign Ref:	262350	Submission Cost:	American Crossroads/Issue	Client:

					2					
Ref	Sales Product Details	Rev Type	this to the same of the same o	Rate	Type	The state of the s	10/22	10/29	Total	Cost
73	M-F 10a News	02		275	30	Nbr of Spots				275
					Comme					
7.4	Tue 10p ET / 9p CT Go On	01		7500	30	Nbr of Spots		1	-	7500
	Τ				Comme					
75	M-F 1030a Extra	02		250	30	Nbr of Spots			13	250
	Tax				Comme					
76	M-Su 11p News	01		2500	30	Nbr of Spots			1	2500
	Τ				Comme					
77	M-F 1135p ET / 1035p CT Tonight Show	01	***************************************	1300	30	Nbr of Spots		>		1300
	T				Comme					
78	M-F 11a Daytime	02		225	30	Nbr of Spots		1	1	225
	,T				Comme					
79	M-F 12p Today Show III	01		400	30	Nbr of Spots			-1	400
	T				Comme					
80	M-F 2p Rachael Ray	02		450	30	Nbr of Spots				450
	.T.,,,,				Comme					
81	M-F 3p Doctors	02		750	30	Nbr of Spots		1	1	750
	Т				Comme					
82	M-F 4p Dr Oz	01		1130	30	Nbr of Spots		1		1130
	,T				Comme					
83	M-F 5p News	01		1700	30	Nbr of Spots		-3	1	1700
***************************************				***************************************						

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1







P.O. Box 1410 Tampa, FL 33601 SELY TV

PHONE (813) 228-8888

Sales Rep:	Campalgn Ref:	
HRP Washington, DC	E:063877280	Original

Client: Buyer:

Est./PO Number: Schedule Dates:

10/22/12 to 11/04/12 06387728

Weeks:

Submission Cost: Client/Product/Estimate:

262350 11 /27 /1257

Sales Rep: Order Ref:

06387728

American Crossroads/ Issue

	Г		r						T										_						> m
		94		93		92		91		90		89		88		87		86		85		84		Ref	st./PO
	**************************************	Wed 10p ET / 9p CT Chicago Fire	W	M-F 10a News	W	M-F 1p Days Of Our Lives	.T	M-F 9a Today Show II	- 1	Tue 8-10p ET / 7-9p CT Voice	T	M-F 7a Today Show	T	M-F 7p News	.T	M-F 6a News	Д	M-F 6p News	T	M-F 530p News	,T	M-F 530a News	Т	Sales Product Details	Associated Copies: No
	IIIAAAAAA IIIAAAAAAAAAAAAAAAAAAAAAAAAA	10		02		02		01		03		01		01		01		01		10		01		Rev Type	ALEMANDARINE DE BALLON DE LA CONTRACTOR DE
*																									Contract type:
feekly :				F						1		I		Т		_						П			
Weekly Totals: Total Spots(Ord Spots)		10000		275		600		1050		11000		2000		2200		1500		2600		1700		550		Rate	+ Available state of the state
(Ord Spots)		30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Сотте	Spot Type	Political
		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots			
70				7		1																		10/22	Business Type: POLITICAL Business Category: Transactional
41								1		-1				-3		1		-		1		1		10/29	e: POLITICAL gory: Transaction
111				1				-1		1		1				_		-1		1		_		Total	actional
		10000		275		600		1050		11000		2000		2200		1500		2600		1700		550		Cost	

Alexandria VA 22314 Suite 555 66 Canal Center Plaza

American Crossroads/ Issue Submission Number 813 Issue 1







WELY-TV P.O. Box 1410 Tampa, FL 33501

PHONE (813) 228-8888

Contract type: Political	Weeks: 2	Client/Product/Estimate: 11 /27 /1257	Submission Cost: 262350	
Business Type:	Order Ref:	Sales Rep:	Campaign Ref;	
	06387728	HRP Washington, DC	E:063877280	Original

2									(Cligitia
Bliver	American Crossidads/issue	Q	Submission Cost:		262350		Campaign Ref:		E:063877280	
School.			Client/Product/Estimate:	mate:	11 /27 /1257		Sales Rep:	HRP \	HRP Washington, DC	DC .
			Weeks:		ν.		Order Ref:	06387728	728	
ESLIFO			Contract type:		Political		Business Type:		ICAL	
ASSOCI	Associated Copies: No	7777			***	***************************************	Business Category: Transactional	ory: Trans	actional	
Ref	Sales Product Details	Rev Type		Rate	Spot		10/22	10/29	Total	Cost
	W				Comme					
95	M-F 1030a Extra	02		250	30	Nbr of Spots	-1	100		250
	W				Comme					
98	M-Su 11p News	01		2500	30	Nbr of Spots	1		>	2500
	W				Comme					
97	M-F 1135p ET / 1035p CT Tonight	01		1300	30	Nbr of Spots			۳۰	1300
	W			***************************************	Comme					
98	M-F 11a Daytime	02		225	30	Nbr of Spots	1			225
	W.				Comme					***************************************
99	M-F 12p Today Show III	01		400	30	Nbr of Spots			1	400
					Comme					
100	M-F 2p Rachael Ray	02		450	30	Nbr of Spots	1		1	450
	A STATE OF THE PROPERTY OF THE				Comme					
101	M-F 3p Doctors	22		750	30	Nbr of Spots	→		-1	750
	* W			~~~~	Comme					
102	M-F 4p Dr Oz	01		1130	30	Nbr of Spots	1			1130
	VV				Comme					
103	M-F 5p News	01		1700	30	Nbr of Spots				1700
	,, VV,				Comme					
104	M-F 530a News	01		550	30	Nbr of Spots	1	0.0	1	550
	W.				Comme					
105	M-F 530p News	01		1700	30	Nbr of Spots			1	1700
			Weekly	Weekly Totals: Total Spots(Ord Spots)	Ord Spots)		70	A1	381	

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 813 Issue 1





P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Nbr of Spots 1 1 1	01	
Comme Nbr of Spots 1 1 1 30 Nbr of Spots 1 1 1 30 Nbr of Spots 1 1 1 30 Nbr of Spots 1 1 1 Comme 30 Nbr of Spots 1 1 1 Comme 1 1 1 1 Comme 1 1 1 1 Comme 1 1 1 1 Nbr of Spots 1 1 1 1 Nbr of Spots 1 1 1 1 Nbr of Spots 1 1 1 1		
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Comme 30 Nbr of Spots 1 1 1	01	
Comme 30 Nbr of Spots 1 1 1 Comme 30 Nbr of Spots 1 1 1 Comme 30 Nbr of Spots 1 1 1	01	
Comme 30	01	108 M-F 7p News
Comme 30 Nbr of Spots 1 1 Comme 30 Nbr of Spots 1 1	07	W
Comme 30 Nbr of Spots Comme		107 M-F 6a News
Comme 30 Nbr of Spots 1 1 1	_	W
Comme	01	106 M-F 6p News
	Transcription	W
Rate Spot 10/22 10/29 Total Cost	Rev Type	Ref Sales Product Details
Business Category: Transactional		Associated Copies: No
Political Business Type: POLITICAL	Contract type:	Est./PO Number: 06387728
Order Ref:	4/12 Weeks:	
11 /27 /1257 Sales Rep:		
262350 Campain Ref. E-063877280	roads/ Issue Submission Cost:	Client: American Crossroads/ Issue

Station Copy

Grand Totals:

Spots Cost

111 262350

Totals

Month 10 Weeks: 4 10/22

Month 11 Weeks: 4 10/29

171490

Spots: Gross Total:

262,350.00

Grand Totals

02:57:17 10/23/2012

Page 11 of 12

Commission: Net Total:

39,352.50 222,997.50

Page 12 of 12



Suite 555

Crossroads Media

66 Canal Center Plaza

ALEXANDRIA VA 22314

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 228-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

American Crossroads/ Issue

American Crossroads

2012 INVOICE DATE

ORDER TYPE

WFLA I SS

10/28/12 E:063877280 Political WFLA

REP__; WFLA (Washington Oc) HRP Washington, DC SLSP:

ADV :

PROD:

INVOICE NUMBER 0100033188

PAGE BROADCAST MONTH 1 10/01/2012 - 10/2

SCHEDULE DATES 10/22/12-11/04/12

Standard Broadcast Month

TERMS: NET 30 DAYS.

REF#: 11 /27 /1257 Desc: Campaign Option Number 1, Booking1

SCHEDULE

ACTUAL BROADCAST

RECONCILIATION DEBIT/CREDIT

								+ -/ ,	MEGOIVE
D)	ESCRIPTION PRIC	E RT/SS# F	PER DATE	DAY	TIME	LENGTH M/G F	OR PRODUCT DESCRIPT	PRICE	REMARKS
M−F	1p Oays Df Ou	r Lives			*WFLA			Commercial	
	600.0 10a News 275.0	0 1 1	1 10/26	FR	O1:45P	30	USPRTV25ACH	600.00	
M-F	10a News				*WFLA			Commercial	
	275.0	0 2 1	1 10/26	FR	10:28A	30	USPRTV25ACH	275.00	
Fri	10p ET / 9p C	T Oateline	NB .		*WFLA		: 30		
	10000.0	0 3 1	10/26	FR	10: 29P	30	USPRTV25ACH	10000.00	
M-F	1030a Extra				*WFLA		: 30	Commercial	
	1030a Extra 250.0 u 11p News 2500.0	0 4 1	10/26	FR	10:41A	30	USPRTV25ACH	250.00	
M-S	u 11p News				*WFLA			Commercial	
	2500.0	0 5 1	10/26	FR	11:21P	30	USPRTV25ACH	2500.00	
M-F	1135p ET / 10						:30	Commercial	
		0 6 1				30	USPRTV25ACH	1300.00	
M-F	11a Daytime				*WFLA		: 30	Commercial	
		7 1				30	USPRTV25ACH	225.00	
	12p Today Sho				*WFLA		: 30	Commercial	
	400.00	5 8 1			12:28P	30	USPRTV25ACH	400.00	
M-F	2p Rachael Ray 450.00	√			*WFLA			Commercial	
	450, o	9 1	10/26	FR	02:44P	30	USPRTV25ACH	450.00	
M−F	3p Doctors				*WFLA			Commercial	
	750.00		10/26	FR	03:39P	30		750.00	
	4p Or Oz		1		*WFLA		: 30	Commercial	
	1130.00		10/26	FR	04:38P	30	USPRTV25ACH		
M−F	5p News		i		*WFLA		: 30	Commercial	
	1700.00		10/26	FR	05:29P	30	USPRTV25ACH	1700.00	
M-F	530a News				*WFLA			Commercial	
	550.00) 13 1	0/26	FR	05:52A	30	USPRTV25ACH	550.00	
M-F	530p News				*WFLA		: 30	Commercial	
	1700.00	14 1	10/26	FR	05:57P	30	USPRTV24ACH	Commercial 1700.00	
1,86		a skeek		***	Continu	led ***			

PERIOD COST

171,490,00

69 Total Units ACTUAL GROSS BILLING 164,990.00 AGENCY COMMISSION 24,748.50 140,241.50 NET DUE

SUB-TOTALS TOTAL RECONCILING

Oebits .00 Credits 6,500.00-6,500.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

P.O. Box 1410 Tampa, FL 33601



ADVERTISER

PRODUCT

American Crossroads/ Issue

American Crossroads

INVOICE NUMBER 0100033188 BROADCAST MONTH

10/01/2012 - 10/28,

AMOUNT DUE 140,241.50

REMIT TO:

*00169

000021453 Crossroads Media 66 Canal Center Plaza Suite 555 ALEXANORIA VA 22314

WFLA-TV REMITTANCE PROCESSING CENTER P.O. BOX 26425 RICHMOND VA 23260-6425



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 288-888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE

INVOICE NUMBER

WFLA I SS

ORDER TYPE

10/28/12 E:063877280

Political WFLA PAGE BROADCAST MONTH

21453 Crossroads Media 66 Canal Center Plaza Suite 555 ALEXANORIA VA 22314

/27

/1257

REF#: 11

WFLA (Washington Dc) REP_: HRP Washington, DC SLSP:

0100033188

2 10/01/2012 - 10/2

ADV_: PROD:

American Crossroads/ Issue American Crossroads

SCHEDULE DATES 10/22/12-11/04/12

Standard 8roadcast Month

	Campaigr SCHEDUL		· IVOINDE		, 550			ACTUAL BROA	DICAST	, Littery, 14	ET 30 DAYS.	DECONOR IATION	
ne	SCRIPTION		RT/SS		R DATE	DA:			FOR PRODUCT DESCRIPT	ION	PRICE	RECONCILIATION	me min tone e
		THICE	n (7 33		- OATE	J.	t illytt	LENGTH NI/G	FOR PRODUCT DESCRIPT	ION	PRICE	HEMAHKS	DEBIT/CREE
M-F	6p News						*WFLA		:30	Commercia	ı		
		2600.00	15	1	10/26	FR	06:09P	30	USPRTV25ACH		2600.00		
M-F	6a News						*WFLA			Commercia			
		1500.00	16	1	10/26	FR	06:58A	30	USPRTV25ACH		1500.00		
M-F	7p News						*WFLA		:30	Commercia			
		2200.00	17	1	10/26	FR	07:15P	30	USPRTV25ACH		2200.00		
M-F	7a Today				١.		*WFLA			Commercia			
		2000.00		1	0/26	FR	08:29A	30	USPRTV25ACH		2000.00		
lΛ! – ⊢	9a Today						*WFLA			Commercia			
		1050.00	19	1	10/26	FR	09:57A	30	USPRTV24ACH		1050.00		
M-Sc	ı 11p Ney				L.,		*WFLA			Commercia			
		2500.00				SA	11:21P	30	USPRTV25ACH		2500.00		
Sat	1130p ET						*WFLA			Commercia			
C-+		2650.00	42			SA	12:00A	30	USPRTV25ACH	_	2650.00		
Sat	630p ET					~ .	*WFLA			Commercia			
C ~ +		7000.00	43	1	10/27	SA	06:47P	30	USPRTV25ACH		7000.00		
Sat	7a Today		4.4		10/07	~ .	*WFLA		:30	Commercia			
C		000.00	44	1	10/27	SA	07.56A	30	USPRTV25ACH		1000.00		
Sun	10a Meet				10/00	CII	*WFLA	00	: 30	Commercia	,	_	
Cun	6p News	500.00	45	1	10/28	50		30			3	Preempted	6500.0
Juii	•	600.00	46	4	10/00	CH	*WFLA 06:28P	00		Commercia	1		
Sun	630p ET		46	1		50	*WFLA	30	USPRTV25ACH	A	1600.00		
Jul:		, 330p 3000.00				CII	06:59P	20	UCDDTVOE AOU	Commercia			
Sun	8a Today		47	1	10/20	50	*WFLA	30	USPRTV25ACH	0	8000.00		
Juli		100.00	48	1	10/28	CII	08:54A	30	USPRTV24ACH	Commercia	1		
Sun	815p ET					Ju	*WFLA	30		Commercia [*]	1100.00		
J G., .		000.00	49			CII	08:21P	30	USPRTV25ACH		8000.00		
Sun	9a News		,,	•	70,20	-	*WFLA	00		Commercia			
341,	- 110110	600.00	50	4	10/28	SH	09:27A	30	USPRTV25ACH	Commer C ra	600.00		
M-F	1p Days			,	10, 20	-	*WFLA	30		Commercia			
	-,,	600.00	51	4	0/25	TН	01:27P	30	USPRTV25ACH	Commer C 12	600.00		
M-F	10a News			•	7,		*WFLA	20		Commercial			
		275.00	52	1	10/25	TH	10:18A	30	USPRTV24ACH	Common CTA	275.00		
Thu	10p ET /				1 .		*WFLA			Commercial			
		000.00	53			TH	10:43P	30	USPRTV25ACH	0011111101101101	8000.00		
M-F	1030a Ex	tra			1		*WFLA			Commercial			
		250.00	54	1	10/25	TH	10:59A	30	USPRTV25ACH		250.00		
M-Si	i 11p New	/S			-		*WFLA			Commercial			
	. 2	500.00	55	1	0/25	TH	11:30P	30	USPRTV25ACH		2500.00		
M-F	1135p ET	/ 1035	p CT T	oni	d h		*WFLA			Commercial			
	1	300.00	56	1	10/25	ΤH	12:08A	30	USPRTV25ACH		1300.00		
M-F	11a Dayt	ime					*WFLA			Commercial			
		225.00	57	1	10/25	TH	11:30A	30	USPRTV25ACH		225.00		
M-F	12p Toda	y Show	III		1		*WFLA			Commercial			
	-	400.00		1	10/25	TH	12:55P	30	USPRTV25ACH		400.00		
	2p Racha	el Rav			1		*WFLA			Commercia]	1		
M-F	ZP Nacio				1								

PERIOD COST

171,490.00

69 Total Units

ACTUAL GROSS BILLING AGENCY COMMISSION

NET DUE

164,990.00 24,748.50 SUB-TOTALS TOTAL RECONCILING

Debits Credits

.00 6,500.00-6,500.00CR

140,241.50 WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



Suite 555

REF#: 11

Crossroads Media

66 Canal Center Plaza

/27

/1257

ALEXANDRIA VA 22314

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 288-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE WFLA I SS

10/28/12 E:063877280 WFIA

ORDER TYPE

Political

3 10/01/2012 - 10/2

WFLA (Washington Dc) INVOICE NUMBER HRP Washington, DC

American Crossroads/ Issue American Crossroads

REP_:

SLSP:

ADV_:

PROD:

0100033188

PAGE BROADCAST MONTH

SCHEDULE DATES

10/22/12-11/04/12 Standard Broadcast Month

Desc: Campaign Option Number 1, Booking1 TERMS: NET 30 DAYS. SCHEDULE ACTUAL BROADCAST RECONCILIATION REMARKS DEBIT/CREDIT

DESCRIPTION PRICE	RT/SS# PER	DATE	DAY TIME	LENGTH M/G FO	PRODUCT DESCRIPTION	PRICE
450.00 M-F 3p Doctors	59 1	0/25	TH 02:30P *WFLA	30	USPRTV25ACH :30 Commercial	450.00
750.00 M-F 4p Dr Oz	60 1	0/25	TH 03:58P *WFLA	30	USPRTV25ACH :30 Commercial	750.00
1130.00 M-F 530a News	61 1	0/25	TH 04:40P *WFLA	30		1130.00
550.00 M-F 530p News	62 1	0/25	TH 05:59A *WFLA	30	USPRTV25ACH :30 Commercial	550.00
1700.00 M-F 6p News	63 1	0/25	TH 05:45P *WFLA	30	USPRTV25ACH :30 Commercial	1700.00
2600.00 M-F 6a News	64 1	-	TH 06:15P *WFLA	30	USPRTV25ACH :30 Commercial	2600.00
1500.00 M-F 630p ET / 530p CT		ģ h	TH 06:10A *WFLA	30	USPRTV25ACH :30 Commercial	1500.00
7000.00 M-F 7p News	66 1		TH 06:52P *WFLA	30	USPRTV24ACH :30 Commercial	7000.00
2200.00 M-F 7a Today Show	67 1	l .	TH 07:24P *WFLA	30	:30 Commercial	2200.00
2000.00 M~F 730p Entertainmen	_	ht.	TH 08:56A *WFLA	30	:30 Commercial	2000.00
2200.00 Thu 8-9p ET / 7-8p CT 3500.00	69 1 30 Roc 70 1	k	*WFLA	30	:30 Commercial	2200.00
M-F 9a Today Show II 1050.00	71 1		TH 08:21P *WFLA TH 09:59A	30 30	:30 Commercial	3500.00
M-F 1p Days Of Our Liv 600.00		'	*WFLA VE 01:58P	30	:30 Commercial USPRTV25ACH	600.00
M-F 10a News 275.00	93 1		*WFLA VE 10:28A	30	:30 Commercial USPRTV24ACH	275.00
Wed 10p ET / 9p CT Ch- 10000.00		r	*WFLA	30	:30 Commercial	0000.00
M-F 1030a Extra 250.00	95 1		*WFLA	30	:30 Commercial USPRTV25ACH	250.00
M-Su 11p News 2500.00	96 1	10/24 1	*WFLA VE 11:14P	30	:30 Commercial	2500.00
M-F 1135p ET / 1035p 0 1300.00	CT Toni 97 1	Ψ.	*WFLA VE 11:57P	30	:30 Commercial	1300.00
M-F 11a Daytime 225.00	98 1	10/24 N	*WFLA VE 11:18A	30	:30 Commercial USPRTV25ACH	225.00
M-F 12p Today Show III 400.00	I 99 1	0/24 \	*WFLA VE 12:27P	30	:30 Commercial USPRTV25ACH	400.00
	100 1	10/24 1	*WFLA VE 02:40P	30	:30 Commercial USPRTV25ACH	450.00
	101 1	10/24 1	*WFLA VE 03:54P	30	:30 Commercial USPRTV25ACH	750.00
M-F 4p Dr Oz 1130.00	102 1		*WFLA VE O4:38P ** Continu	30 led ***	:30 Commercial USPRTV25ACH	130.00

PERIOD COST

171,490.00

69 Total Units

ACTUAL GROSS BILLING

AGENCY COMMISSION NET DUE 164,990.00 24,748.50 140,241.50 SUB-TOTALS TOTAL RECONCILING

Oebits Credits

.00 6,500.00-6.500.00CR

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REF#: 11

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 288-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE

INVOICE NUMBER

ORDER TYPE

:30

:30

: 30

USPRTV25ACH

USPRTV25ACH

USPRTV25ACH

Commercial

Commercia1

Commercial

WFLA I SS

10/28/12 E:063877280

Political

WFLA

21453 Crossroads Media 66 Canal Center Plaza Suite 555 ALEXANDRIA VA 22314

/27

M-F 7a Today Show

M-F 9a Today Show II

/1257

WFLA (Washington Dc) REP : HRP Washington, DC SLSP: ADV_;

PROD

American Crossroads/ Issue American Crossroads

0100033188 SCHEDULE DATES

4 10/01/2012 - 10/2

PAGE BROADCAST MONTH

10/22/12-11/04/12

2000.00

1050.00

10000.00

Standard Broadcast Month

TERMS: NET 30 DAYS.

Desc: Campaign Dption Number 1, Booking1 SCHEDULE ACTUAL BROADCAST RECONCILIATION DESCRIPTION RT/SS# PER LENGTH M/G FOR PRODUCT DESCRIPTION DATE DAY TIME REMARKS PRICE DEBIT/CREDIT M-F 5p News *WFLA : 30 Commercial 1700.00 103 0/24 WE 05:15P 30 USPRTV25ACH 1700.00 M-F 530a News *WFLA :30 Commercial 550.00 104 10/24 WE 05:59A 30 USPRTV25ACH 550.00 M-F 530p News *WFLA : 30 Commercia1 1700.00 105 0/24 WE 05:58P USPRTV25ACH 30 1700.00 M-F 6p News *WFI A : 30 Commercia1 0/24 WE 06:15P 2600.00 106 30 USPRTV24ACH 2600.00 M-F 6a News *WFLA :30 Commercia1 1500.00 107 10/24 WE 06:23A 30 USPRTV25ACH 1500.00 M-F 7p News *WFLA :30 Commercial 2200.00 108 0/24 WE 07:16P 30 USPRTV25ACH 2200.00

30

30

10000.00 111 10/24 WE 09:17P 1 Total Airtime Gross Spot Revenue:

109

110

2000.00

1050.00

Wed 9p ET / 8p CT Law & Drder

30 164,990.00

*WFLA

*WFI A

*WFLA

10/24 WE 08:56A

10/24 WE 09:56A

NET DUE

164,990.00

SUB-TOTALS TOTAL RECONCILING

Debits Credits

.00 6,500.00-6.500.00CR

PERIOD COST

171,490.00

69 Total Units ACTUAL GROSS BILLING

AGENCY COMMISSION

24,748.50 140,241.50



Suite 555

REF#: 11

Crossroads Media

66 Canal Center Plaza

/27

/1257

ALEXANORIA VA 22314

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 228-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE WFLA I SS

ORDER TYPE

Political

11/25/12 E:063877280 WFLA

REP : SLSP:

ADV__:

WFLA (Washington Oc) HRP Washington, OC

INVOICE NUMBER 0100033810

1 10/29/2012 - 11/2

PAGE BROADCAST MONTH

American Crossroads/ Issue American Crossroads PROD:

SCHEDULE DATES 10/22/12-11/04/12

Standard Broadcast Month

Desc: Campaign Option Number 1				ACTUAL BROADCAST					TERMS: NET 30 DAY	13.	RECONCIL	
ne	SCRIPTION PRICE	pr/cc/	# pec	DATE	041	TINAT	ACIUAL:	DROAUCASI				
DE	SCRIPTION PRICE	8(755)	e emp	DAIE	UAT	TIME L	ENGIH M/G FO	DR PRODUCT DESCRIPT	ON P		REMARKS	DEBIT/CREE
M-F	1p Cays Of Our							: 30	Commercial			
						01:00P	30	USPRTV25ACH	600.	00		
M-F	10a News					*WFLA		: 30	Commercial	1		
	275.00	21	1	10/29	MO	10:29A	30	USPRTV24ACH	275.	00		
Mon	10p ET / 9p CT	Revolu	tio	h		*WFLA		: 30	Commercial			
	7500.00	22	1	10/29	MO	10:37P	30	USPRTV25ACH	7500.	00		
M≁F	1030a Extra					*WFLA			Commercial			
	1030a Extra 250.00	23	1	10/29	MO	10:53A	30	USPRTV25ACH	250.	00		
M-Si	i 11p News			1		*WFLA		: 30	Commercial			
	2500.00	24	1	10/29	MO	11:13P	30	USPRTV25ACH		00		
M-F	1135p ET / 1035	5p CT T	oni	g h		*WFLA			Commercial			
	1300.00	25	1	10/29	MO	12:29A	30	USPRTV25ACH		00 L		
M-F	11a Oaytime					*WFLA			Commercial			
	225.00	26	1	10/29	МО	11:19A	30	USPRTV25ACH				
M-F	12p Today Show	III		'		*WFLA			Commercial			
	400.00	27	1	10/29	МО	12:26P	30	USPRTV25ACH	400.			
M-F	2p Rachael Ray			'		*WFLA		:30	Commercial			
	450.00	28	1	10/29	MO	02:33P	30	USPRTV25ACH	450.			
M-F	3p Ooctors			-,		*WFLA			Commercial	J		
	750.00	29	1	10/29	MO	03:30P	30	USPRTV25ACH		വ		
M-F	4p Or Oz			-,		*WFLA			Commercial			
	1130.00	30	1	10/29	MΩ	04:19P	30	USPRTV25ACH	1130.	\sim		
M-F	530a News			7, ==		*WFLA			Commercial	00		
	550.00	31	1	10/29	МО	05:57A	30	USPRTV25ACH	550.	ΛΛ I		
VI-F	530p News		•	, 0,		*WFLA	•		Commercial	00		
	1700.00	32	1	10/29	MO	05:40P	30	USPRTV25ACH	1700.	00		
VI-F	6p News			7, -0	,.,0	*WFLA	00		Commercial	00		
·· •	2600.00	33	4	10/29	МΩ	06:24P	30			~		
	2000:00		ı			Continue		OSEKTVZSAGM	2600.	00		

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION.

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ACTUAL GROSS BILLING

AGENCY COMMISSION

41 Total Units

NET DUE

P.O. Box 1410 Tampa, FL 33601

83,360.00



90,860.00

13,629.00

77,231.00

PRODUCT

Oebits

Credits

American Crossroads/ Issue

American Crossroads

INVOICE NUMBER

SUB-TOTALS

TOTAL RECONCILING

BROADCAST MONTH

0100033810

10/29/2012 - 11/25/

7,500.00

7,500.00

.00

AMOUNT DUE

77,231.00

REMIT TO:

WFLA-TV REMITTANCE PROCESSING CENTER P.O. BOX 26425 RICHMONO VA 23260-6425 Ուոլը[[գիդ][գիհիկ հիրը հիրը գելի [[գիդուկ]] հերկ հեռ հի

*00158

000021453 Crossroads Media 66 Canal Center Plaza Suite 555 ALEXANORIA VA 22314



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 288-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE

INVOICE NUMBER

WFLA I SS

11/25/12 E:063877280

ORDER TYPE

Political

WFLA

21453 Crossroads Media 66 Canal Center Plaza Suite 555 ALEXANORIA VA 22314

/27

/1257

REF#: 11

WFLA (Washington Oc) REP HRP Washington, OC SLSP: ADV :

PROD:

American Crossroads/ Issue American Crossroads

0100033810 SCHEDULE DATES 2 10/29/2012 - 11/2

PAGE BROADCAST MONTH

10/22/12-11/04/12

Standard 8roadcast Month

TERMS: NET 30 DAYS.

Oesc: Campaign Option Number 1 8ooking1 SCHEDULE ACTUAL BROADCAST RECONCILIATION LENGTH M/G FOR PRODUCT DESCRIPTION DESCRIPTION PRICE RT/SS# PER REMARKS DATE DAY TIME PRICE DEBIT/CREDIT M-F 6a News *WFLA :30 Commercial 1500.00 34 10/29 MD 06:28A 30 USPRTV25ACH 1500.00 / 530p CT N8C Nigh 630p ET *WFLA :30 Commercial USPRTV24ACH 7000.00 35 1 0/29 MO 06:53P 30 7000.00 7p News *WF! A :30 Commercial 2200.00 36 10/29 MO 07:26P USPRTV25ACH 30 2200.00 7a Today Show *WFLA :30 Commercial 2000.00 37 10/29 MO 07:28A 30 USPRTV25ACH 2000.00 M-F 730p Entertainment Tonight *WFLA :30 Commercial USPRTV25ACH 2200.00 38 1 10/29 MO 07:46P 30 2200.00 Mon 8-10p ET / 7-9p CT Voice *WFLA :30 Commercial 15000.00 39 10/29 MO 08:25P USPRTV25ACH 1 30 15000.00 M-F 9a Today Show II *WFLA :30 Commercial 1050.00 40 0/29 MO 09:29A 1 30 USPRTV25ACH 1050.00 1p Oays Of Our Lives *WFLA :30 Commercia1 600.00 72 0/30 TU 01:56P 30 USPRTV25ACH 600.00 10a News *WFLA :30 Commercial 275.00 73 0/30 TU 10:17A 30 USPRTV25ACH 275.00 10p ET / 9p CT Go On *WFLA Commercial :30 7500.00 74 io/30 TU 30 1 .00 Preempt .00-Program Change M-F 1030a Extra *WFI A : 30 Commercial 250.00 75 0/30 TU 10:59A 30 USPRTV25ACH 250.00 *WFLA M~Su 11p News :30 Commercial 2500.00 76 1 10/30 TU 11:23P 30 USPRTV25ACH 2500.00 M-F 1135p ET / 1035p CT Tonigh *WFLA :30 Commercial 1300.00 77 10/30 TU 12:09A 30 USPRTV25ACH 1300.00 1 M-F 11a Caytime *WFL A :30 Commercial 225.00 78 0/30 TU 11:07A USPRTV25ACH 225.00 30 12p Today Show III *WFLA :30 Commercial 400.00 79 10/30 TU 12:28P 30 USPRTV25ACH 400.00 2p Rachael Ray *WFLA :30 Commercial 450.00 80 0/30 TU 02:19P 30 USPRTV25ACH 450.00 1 M-F 3p Ooctors *WFLA :30 Commercial 750.00 81 0/30 TU 03:59P 30 USPRTV25ACH 750.00 M-F 4p Or Oz *WFLA :30 Commercial 1130.00 82 0/30 TU 04:39P 30 USPRTV25ACH 1130.00 5p News *WFLA :30 Commercial USPRTV25ACH 1700.00 83 0/30 TU 05:24P 30 1700.00 M-F 530a News *WFLA :30 Commercial 550.00 84 0/30 TU 05:59A 30 USPRTV25ACH 550.00 *WFLA M-F 530p News :30 Commercial 1700.00 85 0/30 TU 05:58P 30 USPRTV24ACH 1700.00 6p News *WFLA :30 Commercial 86 0/30 TU 06:23P USPRTV25ACH 2600.00 1 30 2600.00 -F 6a News *WFLA : 30 Commercial Continued

PERIOD COST

83,360.00

41 Total Units ACTUAL GROSS BILLING

NET DUE

AGENCY COMMISSION

90,860.00 13,629.00 77,231.00

Debits Credits SUB-TOTALS TOTAL RECONCILING

7,500.00 .00 7,500.00



DEE# - 11

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 288-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE WFLA I SS

ORDER TYPE

11/25/12 E:063877280

Political

WFLA

Crossroads Media 66 Canal Center Plaza Suite 555 ALEXANDRIA VA 22314

127

/1057

WFLA (Washington Dc) REP__ HRP Washington, DC

INVOICE NUMBER

PAGE BROADCAST MONTH

SLSP: American Crossroads/ Issue ADV__:

0100033810

3 10/29/2012 - 11/2

American Crossroads PROD

SCHEDULE DATES

10/22/12-11/04/12

KEF#: 11 /2/ /125/						Standard	l 8roadcast	ast Month:				
Desc: Campaign Dption	Number 1	, Book	king	1			TERMS: NET 30 DAYS.					
SCHEDULE		j.	Ī		ACTUAL BROADO	AST	•	RECONCILIATIO	N .			
DESCRIPTION PRICE	RT/SS# PEF	DATE	DAY	TIME	LENGTH M/G FO	R PRODUCT DESCRIPT	ION PRICE	REMARKS	DEBIT/CREDIT			
1500.00	87 1	10/30	TU	06 : 22A	30	USPRTV25ACH	1500.00					
M-F 7p News				*WFLA		: 30	Commercial					
2200.00	88 1	10/30	TU	07:08P	30	USPRTV25ACH	2200.00					
M-F 7a Today Show				*WFLA		: 30	Commercial					
2000.00	89 1	10/30	TU	08:41A	30	USPRTV25ACH	2000.00					
Tue 8-10p ET / 7-9p	CT Voice			*WFLA		: 30	Commercial					
11000.00	90 1	10/30	TU	09:40P	30	USPRTV25ACH	,					
M-F 9a Today Show II				*WFLA		:30	Commercial					
1050.00	91 1	10/30	TU	09:26A	30	USPRTV24ACH	1050.00					
N8C News Special				*WFLA		: 30	Commercial					
7500.00	112 1 MG	10/30 FOR:		10:37P 4 10/30	30	USPRTV25ACH		MAKEGDOD	7500.00			
		1			-		i					

74 10/30 Total Airtime Gross Spot Revenue: 90,860.00

PERIOD COST

83,360.00

41 Total Units ACTUAL GROSS BILLING

NET DUE

AGENCY COMMISSION

90,860.00 13,629.00 77,231.00

Debits SUB-TOTALS Credits TOTAL RECONCILING

7,500.00 . 00 7,500.00

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